

College Radio **REPORT**

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A reminder that the Northern Region of I.B.S. is holding a regional conference which is open to everyone, at St. Mary's College in Winona, Minnesota, on Saturday, February 13th. Gary Cohen, Editor of the College Radio Report, will attend and looks forward to seeing everyone there.

Editorial

In our first editorial, we mentioned some of the problems in playing the numbers game - 36 with a bullet or 18 with a star - and why we, in our Report, would not try to list a record's popularity by giving it a number. The only numbers we used were in indicating the number of stations adding or playing a record. Now we'd like to see this idea expanded to the college stations themselves.

There are two ways a station can indicate the airplay of records - by surveys or playlists. Surveys generally contain numbers or "chart positions" of a record; playlists generally list all records receiving play. For major stations with tight surveys, numbers are important...the difference between 31 and 29 might be the difference between a station adding or not adding a record. With college stations, though, the situation is different. A trade publication for college stations must assume that college stations will play anything worthwhile, or that the number of records on its list will vary with the number of records out.

College stations, therefore, that indicate "Your Song" is number 1, while "My Sweet Lord" is number 2, and that Gordon Lightfoot is number 18, are not really telling us anything. All you need do is indicate simply that you are playing something. List the records you are playing. That's all people are interested in - including your listeners who are interested in the song - not the number. If certain records are hotter or are played more heavily, list them under a separate section and indicate they are receiving heavier airplay. And you can list them alphabetically, by record label, or by cart or file number.

A number of our reporting stations have switched away from the numbers - WVBU-Bucknell, WLUC-Loyola among them. We recommend this principle for all stations. The approach is a lot more professional.

Communication

(Our readers are again reminded that we invite feedback on our editorials, satires, and anything else that appears. Both long and short letters are welcome. A number of people have offered to submit columns or album reviews; we hope other people will do the same. We will expand our Report as more of these offers turn into whatever form they may take (see Mike Riccio's "poem" on page 3).

To The Editor:

I'd like to express my sincerest gratitude for your recent editorials on the BS reviews offered by some of the 'respected' trades that somehow all sound alike...Also on the lack of need for a music director. This came in very handy when rapping to some people on why we jump on records early (we programmed CASTLES IN THE AIR off of TAPESTRY - Don McClean as a single last October. This week, Billboard gave it a top-60 review.

Re Danny Johnson's question of how an educational station can justify rock: If you are training potential jocks for the real world where money is strictly dependant on your abilities behind the board, and if, at the same time, you are trying to provide an entertainment facility for the students of your college, how do you justify NOT playing rock? A good rock jock can always come down to MOR, Country, talk, or vari-format, but a person that starts out relaxed, loose, and is weaned on Frank Sinatra or Johnny Mathis is going to have hell trying to keep up with the pace of a moving rock station. Despite many recent ratings upsets, rock is still where the BIG of the big money is.

Re the recent bubblegum controversy...the goal of any program director is to provide his audience with what it wants, not with what turns its stomach.

Re the cigarette hassle: I feel the law (banning the use of tv and radio for advertising) is unconstitutional because it deprives a legitimate business the right to use public communication systems in free speech. Whether cigarettes are good or bad is immaterial. The fact that the law goes against one of this country's basic beliefs in freedom is enough to make the law repulsive.

Staff involvement: One thing we tried that has worked beautifully is to lay some responsibility on each of the jocks that can handle it. Not a vice-president-in-charge-of-sitting-by-the-door type of thing, but really worthwhile, involved work that has an effect on the sound of the station. One person tabulates our Top 10 albums. Two others help print the survey. Another is in charge of keeping up with underground music - another sorts and pre-auditions jazz and MOR discs for our Sunday programming...

Jack Jennings, Program Director
KTSC Radio
So. Colo. State College
Pueblo, Colorado

The Plight Of Johnny Jukebox

by Mike Riccio

Promo man Johnny Jukebox is a tough one to outwit
But I feel he finally met his match when he tried to break a hit

His first trip was to Big Town (not to send it thru the mails)
But he only met the sec'y - said "We won't play it without sales"

So Johnny hopped the first bus to Smalltown, U.S.A.
And said "I'll break this record in the good old-fashioned way"

The small town P.D. told him "Sure, we'll 'pick' it in our sheet,
And with our forty other picks, we'll play it twice a week."

The Stop Two P.D. told him "Though I really like your disc
Until the Bill Drock stations play it, we won't take the risk."

The third small P.D. told him "Your record's doing great,
But local stores won't stock it till they play it in L.A."

So justly downcast Johnny packed his bags, set to depart
Resigning to himself that he just couldn't make the chart.

But, meanwhile in Los Angeles, sly Johnny got a break
When a d.j. played his record on the air quite by mistake.

Reaction spread like fire, sales rang up from all around
Soon little Johnny Jukebox had a million dollar sound

He went back to the city to the P.D. of Big Town
To see how his record was doing, and to bask in his renown.

"We're not playing your record yet - too old to make a Pick,
We only play the Top 5, and yours is number 6.
But it does have sales behind it, and it's of the 'hitline' mold
So throw it in the 'good' pack, and we'll play it as 'New Gold.'"

The College Radio Report is in the final stages of preparing
copies of its subscriber list (for distribution to all subscribers -
both college stations and commercial subscribers) and its
"Directory of Record Service." Please be patient. Quite honestly,
they should have been in your hands by now. But since we wanted
to have them done for nothing (on dittoes) and we needed at least
250 sets of lists, we would have needed three sets of dittoes.
These lists, therefore, will be photo-offset, just as the Report
is. We're sorry for the delay...and regret any inconvenience.

Programmers Section

Top 40 Reports

44 Stations Reporting

(The following newer records are being listed on college station playlists and surveys around the country. This is not a complete list, nor intends to be, but should serve as a general indication of airplay)

WHEN I WAS A FREEPORT.....	Laura Nyro.....	Columbia
RIDE A WHITE SWAN.....	T. Rex.....	Blue Thumb
WHOLE LOTTA LOVE.....	C.C.S.....	Rak(Columbia)
WHOLE LOTTA LOVE.....	King Curtis.....	Atco
CASTLES IN THE AIR.....	Don McClean.....	Mediarts
HANG ON TO YOUR LIFE.....	Guess Who.....	RCA
WOODSTOCK.....	Matthews Southern Comfort.....	Decca
GOODIE TWO SHOES.....	Sky.....	RCA
CAROLINA DAY.....	Livingston Taylor.....	Capricorn(Atco)
1900 YESTERDAY.....	Liz Damon's Orient Express.....	White Whale
WAITIN' ON YOU.....	Dave Mason.....	Blue Thumb

Programmed Albums

The College Radio Report, desirous of having its "Programmed Albums" section reflect the music of college stations, announces the following change in format: In order to have your station's listings appear in print, you must indicate which records you want us to list. (You may do this by checking off certain records on your printed sheet, by making a separate note and attaching it to your playlist, or whatever) We also ask you to remember a key idea we have tried to implement - not to list established artists. If all you list is Creedence, Harrison, Dylan, Led Zeppelin, and the Moody Blues, true, this is what you are playing, but you are not telling anyone something he does not know. But if you list McDonald & Giles, Cold Blood, Gary Wright, Wishbone Ash, or Emerson Lake & Palmer as Programmed Albums - which simply means they are being programmed - you might help somebody else pick up that album to listen to it.

We ask you to list no more than 5 or 6 albums. Where there are space problems, we will list the first 5 or 6 that you send in.

Again...list the records that you want printed
limit them to 5 or 6 choices
try to stay away from the established artists
give album cuts wherever possible.

We hope this makes the "Programmers Section" more responsive to your needs. We will resume printing "Programmed Albums" next week.

Record News

Larry Ray informs us that he is taking on added duties at ABC Records, and that Maxine Morris will take over the responsibilities for the college market. If you are having any difficulties with record service, contact Maxine at ABC. In case you misplaced the number, it is 213 - 651-5530. Call collect, and the call will be returned on a WATS line. (Since somebody asked, WATS stands for Wide Area Telephone Service. For a certain amount each month, you get a telephone with which you can call anywhere in the country for no charge on each specific call. The lines, though, cost around \$1000 per month, depending on how large the area is, and how many hours the line is on)

Bob Hess of KERS - Sacramento State College asks us to inform our western readers, that Jack Shields, the western man for Stax Records, is "hip to college stations and likes to rap." You can contact him at his home - 5805 Canning Street, Apt. 3, Oakland, Calif. 94109.

Station News

Changes at WSUA - State University of Albany. Keith Mann has taken the semester off, and has been replaced as Station Manager by Joel Lustig. The new Program Director is Mike Sakellarides. Eric Lonschein remains the Music Director.

B. Terrence Sullivan, General Manager of WNFT - Slippery Rock State College in Pennsylvania, would like information on campus radio station listenership - to justify an increase in their operating budget next year. If you have any statistics on how many students listen to your station, please send them to Terrence. According to a form letter we received this week, KBVR-FM - Oregon State University in Corvallis, took a survey of the students there and found that 52% of them did listen to KBVR - about 7,900 students. We're interested in finding out who listens to your station.

Album Cuts

from WFIB - University of Cincinnati, Ohio
"East Street" and "Satisfied" from MOSAIC by Crow(Amaret)
"Knocking Round The Zoo" and "Rainy Day Man" from JAMES TAYLOR(Euphoria)
"Blind Eye" and "Queen of Torture" from WISHBONE ASH(Decca)
"Lucky Man" and "Knife Edge" from EMERSON, LAKE, & PALMER(Cotillion)

College Radio Report

Editor.....Gary K. Cohen
Associate Editor.....Steve Nimmich
Contributors.....Mike Riccio, Charlie Allenson, Arnie Handwerger

Our telephone number is 516 - 887-1521. Give us a call any day after 6:00 or all day Wednesday or Sunday.

Revolutions

by Charlie Allenson

Before I get into some new product, there are a few questions that I would like some answers to: First, how does the administration (or how should the administration) of a school co-operate, show interest, to a college station. Second, next to records and equipment, the most important item for any station is money. How is your station funded? Third, how do station managers keep from going totally and irrevocably insane (maybe we are already or would we be station managers if we weren't?)

Most of the latest rash of brass-oriented rock groups has left me cold as well as deaf. Fortunately there is always an exception to the rule. This one is called THE ALBERT(Perception). The group has good instrumentation, and even more amazing, they have good lyrics. Best cuts are "Pity the Child," "Been So Good For So Long," and "Misery."

An incredibly fine album by Bob Brown is called THE WALL I BUILT MYSELF(Stormy Forest). The disc displays some very interesting thoughts as set down in lyrics, and the music is very delicate but searching. All told, it is worth quite a few listens.

EMERSON, LAKE, & PALMER(Cotillion) is interesting from several aspects. The basic sound is still that of the original Nice, but that's good. Apparently Keith Emerson is the driving ego behind this musical adventure, which seems a bit unfair to the talents of Lake and Palmer who are virtually non-existent on side 2. However, the music is excellent, but perhaps the album title should be along the lines of...KEITH EMERSON - SUPERSTAR?

New and recommended -

David Bowie - The Man Who Sold The World(Mercury) Incredibly different from his first Lp Space Oddity, but nevertheless noteworthy.

David Allen Coe - Penitentiary Blues(SSS) Take note of the lifetime guarantee the Shelby offers.

The J. Geils Band(Atlantic) Good hard rocker

Sweetwater - Just For You(Reprise) Phenomenal

Tired Joke Department

Bill Drake's wife has given birth to a baby boy. Congratulations, Bill, on the birth of your hitbound.

Recommended Albums

MOSAIC - Crow - Amaret

An album that shows the group's versatility. The album comes with a critique written by the group's producer, Amaret's National Sales/Promotion Director, and two radio people. The critique analyzes the good and bad points of the album, and indicates which cuts are most suitable for Top 30's, Underground, or MOR stations. Cuts: Aside from what was reported by the Univ. of Cincinnati, the editor likes "Keeps Me Runnin." But the idea of a record company indicating which cuts are best for which stations is a good one - and one that other companies should adopt.

BUFFALO NICKEL JUGBAND - Happy Tiger

One of those corny, outlandish, but good albums that the "resident freak" of a station should pick up. Everything including the kitchen sink (not really - but pretty close) is used - jug, harmonica, washtub, washboard, kazoo. If your station has one of those people who likes to play weird things (computered music among them) pick up a copy of this album. Happy Tiger is located at 6565 Sunset Blvd. Suite 520, Hollywood 90028. Write to Len Chapman there for a copy.

PIANO RAGS BY SCOTT JOPLIN - Joshua Rifkin - Nonesuch

This album is in the same category as the one above; this album will add spice to any progressive-oriented programming. Rags were big at the beginning of the century (as you will discover if you take the time to read the very informative, detailed back cover). So if this is the first time you have come into contact with the music, outside of saloon scenes in old "Gunsmoke" shows, give the album a good listen. Obtaining a copy? The album is classified as "classical" and was put out by Nonesuch - Elektra's classical division. We're not sure, but think if you write or call Bob Brownstein, you may get a copy. We hope, though, that Elektra will service this album.

-reviewed by Gary Cohen-

Interesting New Singles

Several new singles have been released which should be worth your attention. The new Partridge Family release "Doesn't Somebody Want To Be Wanted" and the new Carpenters "For All We Know" are far from overwhelming, but should be heard just so you know what you will inevitably be forced on within a month. Both will be hits. The Partridges newie tends to grow on you after a bit; the Carpenters' latest, from the movie "Lovers and Other Strangers" is pretty from the outset (and only 2:20).

Speaking of the new Partridge release leads to mentioning Bell Records, which has suddenly come alive with some pretty hot sounds. One of the most interesting is a ditty called "Angel Baby" by, not Dawn but Dusk. Produced by the same "Candida" people, and written by

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Singles, Cont.

the same crew, this one sounds like "Candida" sideways. The lyrics, however, come closer to "Knock Three Times" in absurdity. Anyway, the song's o.k., and don't forget that "Knock Three Times" shot to #1 faster than "Candida."

The Archies are back again! "Together We Two" turns out to be their best effort in quite a while. Not as infectious as "Sugar Sugar" but...hop on this right away - before it's too late!

-Mike Riccio-

Recommended Singles

The following singles we received this week, deserve a listen on your turntable. Of all 45 we heard, these have the most appeal. Check them, to see if they have programming value on your station.

BIZWAMBI...Charisma...Roulette
CRIED LIKE A BABY...Bobby Sherman...Metromedia(Intro will fool you -
turn up the volume a little)
ROCK ME IN THE CRADLE...Salt and Pepper...Epic
CELIA OF THE SEALS...Donovan...Epic
GOING GOING GONE...Storm...Sunflower(The 4 Seasons, maybe?)
WHOLE LOTTA LOVE...King Curtis...Atco(They backed this with the Led
Zeppelin version - both are in stereo)
'48 DeSOTO...Tony Kosinec...Columbia(We noticed this on a November 18th
playlist from WAMU - American Univ. in Washington, D.C.)
ME AND BOBBY McGEE...Janis Joplin...Columbia

When most disc jockeys first started being interested in music their greatest thrill was turning someone on to an obscure album. Well, isn't that what radio is? How else is the public going to know what's new if all they ever hear are the Beatles, Creedence, The Who, etc. Somewhere, someone has got to continue finding those obscure albums. It's kind of silly to turn on the radio and hear my own record collection!

Music is an emotion, it sets a mood. On a cold rainy day, one does not play Mountain. Likewise on a beautiful spring day, Leonard Cohen doesn't make it. I feel that too many disc jockeys lose sight of the three major factors that go into a radio program: 1)the weather, 2)the general mood the music itself is creating, and 3)the audience.

To be fair, each album that is out should be listened to as itself. Get into the album and try and figure out what the artist is trying to do, not one's own personal taste. Until the disc jockeys are able to make their own programs representative of the new product, and not the familiar product, radio will continue to have the problem of hype from record companies to play the music. Is this where we are heading?

Ken Kates